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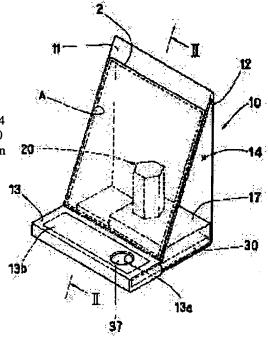
OHARA YASUYUKI TOYODA MASANORI

(54) SPEECH GUIDE DEVICE

(57) Abstract:

PROBLEM TO BE SOLVED: To provide a speech guide device which is simple, small in size and easy to carry and an advertisement device equipped with this speech guide device.

SOLUTION: The POP(point of purchase) device 1 which conducts advertising of a erchandise etc., comprises a POP body 10, a speech unit 30 which inputs and outputs speech, a reverberation member 20 which reverberates the speech outputted from the speech unit 30, etc. The speech unit 30, the reverberation member 20, etc., are housed in a housing section 14 of the POP body 10. Both the POP body 10 and the reverberation member 20 are made of a corrugated fiberboard and are made foldable. A transparent film 2 for insertion of the advertisement paper, etc., relating to the merchandise is mounted on the front side of a display piece 11 of the POP body 10.



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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[The technical field to which invention belongs] this invention relates to the voice guide technique which guides an explanation of exhibition objects, such as goods, etc. with voice.

[0002]

[Description of the Prior Art] The voice guide equipment which guides an explanation of exhibition objects, such as the former, for example, goods etc., with voice is known. This kind of voice guide equipment contains the voice unit which performs audio recording and audio regeneration, and it is reproduced whenever it operates for example, an operation switch, and the voice recorded by the voice unit with the microphone for an input is constituted so that it may be outputted from the loudspeaker for an output. Therefore, if the explanation about exhibition objects, such as goods, is beforehand recorded to the voice unit with the microphone for an input, since the explanation about an exhibition object will be made by an operation switch being operated if needed by the voice outputted from the loudspeaker for an output, it is rational.

[Problem(s) to be Solved by the Invention] However, the voice unit which performs recording and regeneration was large-sized, the above-mentioned conventional voice guide equipment was bulky at the time of a move and an archive, and also its carrying was inconvenient. Moreover, since the member of varieties, such as a plastic-molding object and a metal, was put together intricately and constituted, fractionation abandonment was required for the above-mentioned conventional voice guide equipment.

[0004] Then, the place which this invention is made in view of the above point, and is made into the purpose is offering the easy voice guide equipment of carrying by simple small.

[0005]

[Means for Solving the Problem] In order to solve the aforementioned technical probrem, the voice guide equipment of this invention is constituted at the passage according to claim 1 to 8.

[0006] According to voice guide equipment according to claim 1, the mainframe of equipment which holds a regeneration means and the voice-output section is foldable if needed. Thereby, at the time of a move of voice guide equipment and an archive, other members can be demounted from the mainframe of equipment, and it can miniaturize by folding up the mainframe of equipment itself, and is not bulky. Moreover, the mainframe of equipment folds up, and since it is a formula, disassembly of voice guide equipment and erection are easy. Here, as for the mainframe of equipment, being formed with single materials, such as a resin and paper, is desirable. Thereby, in case it discards, it does not take the time to classify. Furthermore, if the corrugated paper paper with a comparatively high intensity constitutes the mainframe of equipment also in paper, the mainframe of equipment which has a predetermined lightweight intensity can be manufactured cheaply. Moreover, abandonment processing of the mainframe of equipment is easy with constituting the mainframe of equipment from corrugated paper.

[0007] Moreover, according to voice guide equipment according to claim 2, since it is amplified by the voice amplification means prepared in the part corresponding to the voice-output section, the voice transmitted to the exterior from a voice amplification means becomes easy to catch the voice outputted from the voice-output section. In addition, the amplification said by this invention is amplified by voice echoing and resonating.

[0008] Moreover, since a voice amplification means can be inserted in opening prepared in the part corresponding to the voice-output section among the mainframes of equipment according to voice guide equipment according to claim 3, installation of a voice amplification means is easy.

[0009] Moreover, according to voice guide equipment according to claim 4, the voice outputted from the voice-output section is effectively amplified by the centrum of a voice amplification means. The high voice amplification means of the voice amplification effect can be formed by the thereby comparatively easy configuration.

[0010] Moreover, according to voice guide equipment according to claim 5, in addition to the mainframe of equipment, a voice amplification means is also foldable if needed. Since it can miniaturize by this by folding up the mainframe of equipment, and a voice amplification means at the time of a move of voice guide equipment and an archive, it is not bulky. Moreover, the mainframe of equipment and a voice amplification means fold up, and since it is a formula, disassembly of voice guide equipment and erection are easy.

[0011] Moreover, according to voice guide equipment according to claim 6, a regeneration switch can be operated from opening prepared in the part corresponding to the regeneration switch of a regeneration means among the mainframes of equipment.

Thereby, operation of a regeneration switch can be ensured.

[0012] Moreover, according to voice guide equipment according to claim 7, the advertisement corresponding to the voice outputted by the regeneration means can be displayed on the display in which it was prepared by the mainframe of equipment, for example. Thereby, when advertising goods, since goods can be explained by both voice and display, an effective advertisement can be performed.

[0013] Moreover, according to voice guide equipment according to claim 8, the advertising paper about goods can be inserted in the display formed of the mainframe of equipment, and a bright film. Therefore, advertising paper etc. can be replaced easily. [0014]

[Embodiments of the Invention] Below, the gestalt of implementation of the voice guide equipment of this invention is explained. In addition, the gestalt of this operation explains POP (Point Of Purchase) equipment which advertises goods etc., for example. [0015] First, while drawing 1 - view 7 refers to the configuration of POP equipment of the gestalt of 1 operation in this invention etc., it explains. Here, drawing 1 is a perspective diagram of POP equipment of the gestalt of 1 operation of this invention, and drawing 2 is an II-II line cross-section view view in drawing 1. Moreover, drawing 3 is a development as which POP mainframe was regarded from the internal-surface-of-parietal-bone side. Moreover, drawing 4 is a perspective diagram of the echo member which constitutes POP equipment, and drawing 5 is a development as which the echo member of drawing 4 was regarded from the internal-surface-of-parietal-bone side. Moreover, drawing 6 is a perspective diagram of the voice unit which constitutes POP equipment.

[0016] As shown in the drawing 1 and the drawing 2, the POP equipment 1 as voice guide equipment in this invention is constituted by the echo member 20 to which the voice outputted from the voice unit 30 which performs the input and output of the POP mainframe 10 and voice, and the voice unit 30 is echoed, and the voice unit 30, the echo member 20, etc. are held in the hold section 14 of the POP mainframe 10. Moreover, an assembly is formed by assembling according to the predetermined erection procedure which is constituted by the blank of the piece of the product [****** / member / the POP mainframe 10 and the echo member 20 / triangle-like] made from all, for example, corrugated paper, paper, and mentions this blank later. In addition, the POP mainframe 10 is equivalent to the mainframe of equipment in this invention, and the voice guide equipment in this invention is constituted by the POP mainframe 10, the echo member 20, the voice unit 30, etc. Moreover, the echo member 20 corresponds to the voice amplification means in this invention.

[0017] The bright film 2 for inserting the advertising paper about goods etc. is attached in the front-face side (left-hand side in drawing 2) of the piece 11 of a display of the POP mainframe 10. Therefore, an explainer-ed can check easily by looking the advertising paper inserted in the opening between the piece 11 of a display, and the bright film 2 from the front face of the POP mainframe 10. In addition, the display in this invention is constituted by this bright film 2, the piece 11 of a display, etc. Since the bright film 2 which inserts advertising paper etc. was used as a display which performs the display about goods, substitution of advertising paper etc. is easy. In addition, a bright film 2 can be omitted, and it can also constitute so that advertising paper etc. may be directly stuck on the piece 11 of a display.

[0018] Moreover, opening 13a with a circular size corresponding to the regeneration switch 37 of the voice unit 30 mentioned later is prepared in the piece 13 of a flat surface of the POP mainframe 10, and it is constituted so that the regeneration switch 37 may be exposed from opening 13a. Therefore, it consists of operating the regeneration switch 37 which an explainer-ed exposes from opening 13a so that the voice unit 30 may be set as the regeneration status. Moreover, the content which suggests that explanation about the goods displayed on advertising paper etc. by operating the regeneration switch 37 is given, for example, display 13b of "introducing with voice about these goods", is attached in the surroundings of opening 13a of the piece 13 of a flat surface.

[0019] As shown in drawing 3, the POP mainframe 10 is a fold-up formula, and is constituted by the blank of the piece which has the piece 11 of a display, the piece 12 of a tooth back, the piece 13 of a flat surface, the pieces 15 and 16 of a base, the fixed piece 17, the piece 18 of a presser foot, the piece 19 of a push in, etc. Two pieces 19 of a push in prolonged on both sides are formed in the piece 13 of a flat surface, and opening 16a in which this piece 19 of a push in is inserted is formed in the piece 16 of a base. Moreover, it is constituted so that the voice unit 30 may be held in the part surrounded by the piece 15 of a base, and the fixed piece 17. Moreover, opening 17a of a hexagonal method is formed in the fixed piece 17, and a configuration corresponding to the configuration of the echo member 20 and the gestalt of this operation are consisted of so that the echo member 20 may be fixed to the POP mainframe 10 side by the echo member 20 being inserted in this opening 17a. Moreover, the piece 18 of a presser foot presses down the edge of the fixed piece 17. And by inserting in each above-mentioned blank piece along with the trough chip box line shown by the thin line in drawing 3, and the crest chip box line shown by the double thin line, it is constituted so that the POP mainframe 10 may be assembled.

[0020] As shown in drawing 4, the echo member 20 is formed in a hexagonal-prism configuration, and is constituted by six pieces 21a-21f of a set-up, and the piece 22 of a lid of the hexagonal method which plugs up one pieces [these / of a set-up / 21a-21f] opening edge. Moreover, the centrum 28 to which the voice outputted from the loudspeaker 34 mentioned later is echoed is formed in the interior of the echo member 20. With voice echoing with this centrum 28, the voice transmitted to the exterior from the echo member 20 is amplified, and it becomes easy to catch.

[0021] Moreover, as shown in <u>drawing 5</u>, the echo member 20 is a fold-up formula, and is constituted by the blank of the piece which has the pieces 21a-21f of a set-up, the piece 22 of a lid, the pieces 23, 24a, 24d of folding, the pieces 25a and 25b of a push in, etc. Moreover, it bends with piece of set-up 21a, and opening 23a in which piece of push in 25a by the side of piece 21f of a set-up is inserted is formed in the boundary position with a piece 23. And by inserting in each piece of the above-mentioned blank along with the trough chip box line shown by the thin line in <u>drawing 5</u>, it is constituted so that the echo member 20 may

be assembled.

[0022] In addition, the echo member 20 can also be formed in the shape of [which has a centrum] a cylindrical shape. In order to echo voice more effectively by the echo member, the configuration of an echo member has the desirable shape of a cylindrical shape which has a centrum. With the gestalt of this operation, erection and folding are easily possible and, moreover, a hexagonal-prism configuration is adopted as a configuration near the shape of a high cylindrical shape of the echo effect. Therefore, even if it is the echo member 20 of the gestalt of this operation, the echo effect of the same grade as the echo member formed in the shape of [which has a centrum] a cylindrical shape can be acquired.

[0023] As shown in drawing 6, on the base 31 of the voice unit 30 As voice-output section which outputs the voice reproduced by IC for recording regeneration33 which performs the recording and regeneration of the voice inputted with the microphone 32 as voice input section which inputs voice, and this microphone 32, and this IC for recording regeneration33 The ** loudspeaker 34, the Light Emitting Diode lamp 35 which displays that IC for recording regeneration33 is in the recording status, the recording switch 36, the regeneration switch 37, etc. are formed. Each is a push formula, the recording switch 36 and the regeneration switch 37 are turned on when pressed to a position, and when this press is canceled, they are constituted so that it may be turned off. Moreover, the cell case 38 as power where dry-element-battery B is held is attached in the base 31. In addition, the voice unit 30 corresponds to the regeneration means in this invention, and the loudspeaker 34 corresponds to the voice-output section in this invention.

[0024] In the voice unit 30 of the above-mentioned configuration, both the recording switch 36 and the regeneration switch 37 are pressed, if any switch is turned on, it will be in the recording status, and it is constituted so that the voice inputted from the microphone 32 may be recorded by IC for recording regeneration33. Moreover, if the regeneration switch 37 is pressed and it is turned on, it will be in the regeneration status, and it is constituted so that the voice recorded by IC for recording regeneration33 may be outputted from a loudspeaker 34. Moreover, if recording is repeated, the content recorded last time is constituted so that it may be eliminated. In addition, since it constituted so that it may be in the recording status only when the switch of both the recording switch 36 and the regeneration switch 37 was turned on, even when only the recording switch 36 is pushed accidentally, the content which did not change into the recording status, therefore was recorded last time is not eliminated accidentally.

[0025] With the gestalt of this operation, as IC for recording regeneration33, it can record and reproduce with one chip and IC for analog recording regeneration which performs analog processing which does not almost have an electromagnetic interference accompanied by digital processing is used using non-volatile memory. As this IC for analog recording regeneration, there are the one chip nonvolatile voice recording regeneration analog IC "ISD1210" which the information storage Debye Shizu in corporation (Information Storage Devices Inc.) is manufacturing and selling, "ISD1212", "ISD1416", "ISD1420", etc., for example. In addition, as IC for recording regeneration33, IC for digital recording regeneration can also be used in addition to IC for analog recording regeneration.

[0026] The electrical circuit view of the voice unit 30 of the gestalt of this operation is shown in <u>drawing 7</u>. As shown in <u>drawing 7</u>, the recording switch 36 is connected to the recording control terminal t27 and the regeneration control terminal t24 of IC for recording regeneration33, and the regeneration switch 37 is connected to the regeneration control terminal t24 of IC for recording regeneration33. The microphone 32 is connected to the input terminals t17 and t18 of IC for recording regeneration33 through capacitors C5 and C6. The loudspeaker 34 is connected to the output terminals t14 and t15 of IC for recording regeneration33. Moreover, the anode of the Light Emitting Diode lamp (light emitting diode) 35 is connected to a power terminal 40 through resistance R3, and the cathode of the Light Emitting Diode lamp 35 is connected to the input terminal t25 of IC for recording regeneration33. The Light Emitting Diode lamp 35 is turned on when IC for recording regeneration33 is in the recording status. A capacitor C3 and the resistance R6 are for tuning the voltage of IC for recording regeneration33 finely, and are connected to the input terminals t20 and t21 of IC for recording regeneration33. In addition, the number of t1-t28 shown in <u>drawing 7</u> shows the terminal number of IC for recording regeneration33. Moreover, in <u>drawing 7</u>, the recording switch 36 and the regeneration switch 37 are connected to the power terminal 40 in series.

[0027] Next, technique to assemble the POP equipment 1 constituted as mentioned above is explained, referring to drawing 8 - view 16. Here, drawing 8 - view 15 is the perspective diagram showing technique for each to assemble the POP equipment 1. Moreover, drawing 16 is a perspective diagram showing the operation in the case of dry-element-battery exchange. First, as shown in drawing 8 - view 10, while the voice unit 30 is set on the blank piece 15 of a base of the expansion status shown in drawing 3, the piece 12 of a tooth back, the fixed piece 17, and the piece 18 of a presser foot are inserted in according to a predetermined chip box line. Moreover, by inserting in the fixed piece 17 according to a predetermined chip box line, and inserting in the piece 18 of a presser foot, and the voice unit 30 is supported between the fixed piece 17 and the piece 15 of a base. Next, as shown in the drawing 11 and the drawing 12, the piece 11 of a display, the piece 13 of a flat surface, the piece 16 of a base, and the piece 19 of a push in are inserted in according to a predetermined chip box line, and the erection of the POP mainframe 10 is further completed by inserting the piece 19 of a push in in opening 16a of the piece 16 of a base. In this status, the regeneration switch 37 is exposed from opening 13a, and operation of the POP mainframe 10 to the regeneration switch 37 is possible.

[0028] Next, as shown in <u>drawing 13</u>, the echo member 20 shown in <u>drawing 4</u> is assembled by inserting in each blank piece of the expansion status shown in <u>drawing 5</u> according to a predetermined chip box line. And as shown in <u>drawing 14</u>, the echo member 20 is inserted in opening 17a of the fixed piece 17 of the POP mainframe 10 assembled beforehand. Thereby, the echo member 20 is attached in the POP mainframe 10 side in the status that it has been arranged on a loudspeaker 34. And as shown in

drawing 15, the erection of the POP equipment 1 is completed by inserting advertising paper A about goods in the opening between a bright film 2 and the piece 11 of a display. In addition, it is only using insertion, a push in, etc. of each blank piece of each, and since adhesives etc. are not used for the erection of the POP mainframe 10 and the echo member 20, it can repeat erection and folding and can perform them easily.

[0029] Next, the operating instruction of the POP equipment 1 constituted as mentioned above is explained. For example, voice is inputted from a microphone 32, taking out the voice unit 30 from the POP mainframe 10, pressing both the recording switch 36 and the regeneration switch 37, and maintaining both switches at an ON state, in recording the explanation about the advertising paper of goods etc. The recording status is canceled, while the voice unit 30 is in the recording status, the Light Emitting Diode lamp 35 lights up and the Light Emitting Diode lamp 35 is switched off after predetermined time (for example, for about 20 seconds) progress. Moreover, when changing the content recorded at once, the content recorded last time by repeating recording operation is eliminated. Next, for example, when reproducing the explanation about goods, the voice of the content recorded beforehand is outputted from a loudspeaker 34 by pressing the regeneration switch 37 and making it an ON state. And after the time (for example, for about 20 seconds) which can be recorded passes, a regeneration operation is stopped automatically. [0030] In addition, as shown in drawing 16, the piece 13 of a flat surface of the POP mainframe 10 is pulled out in the case of a cell piece, it demounts the echo member 20 from opening 17a of the fixed piece 17, and exchanges dry-element-battery B by taking out the voice unit 30 from the POP mainframe 10. And if exchange of dry-element-battery B is completed, the POP mainframe 10 will be assembled with a procedure contrary to the procedure shown in drawing 16. Thus, erection or not only folding but exchange of dry-element-battery B can be performed easily.

[0031] According to the POP equipment 1 of the gestalt of this operation constituted as mentioned above, the echo member 20 and the voice unit 30 can be demounted from the POP mainframe 10 at the time of a move of the POP equipment 1 and an archive, and it can miniaturize by folding up the POP mainframe 10 and the echo member 20. Moreover, since adhesives etc. are not used, erection and folding can be repeated in the erection of the POP mainframe 10 and the echo member 20, and can be easily carried out to it.

[0032] Moreover, according to the POP equipment 1 of the gestalt of this operation, since corrugated paper paper constituted the POP mainframe 10 and the echo member 20, the mainframe of equipment which has a predetermined lightweight intensity can be manufactured cheaply. Moreover, since the POP mainframe 10 and the echo member 20 were formed with the single material, it does not take the time classified in case it discards. Furthermore, since it constituted from corrugated paper, abandonment processing of the POP mainframe 10 and the echo member 20 is easy.

[0033] Moreover, the voice outputted from a loudspeaker 34 can make to catch, since the echo member 20 which has a centrum 28 was formed in the position corresponding to the loudspeaker 34 of the voice unit 30 according to the POP equipment 1 of the gestalt of this operation voice which echoes with a centrum 28 effectively, is amplified by it, and is transmitted to the exterior from the echo member 20.

[0034] Moreover, since the echo member 20 can be inserted in opening 17a prepared in the fixed piece 17 of the POP mainframe 10 according to the POP equipment 1 of the gestalt of this operation, the echo member 20 can be attached easily.

[0035] Moreover, since opening 13a which the regeneration switch 37 exposes to the piece 13 of a flat surface of the POP mainframe 10 was prepared according to the POP equipment 1 of the gestalt of this operation, operation of the regeneration switch 37 can be ensured from the exterior of the POP mainframe 10.

[0036] Moreover, according to the POP equipment 1 of the gestalt of this operation, a bright film 2 is formed in the front-face side of the piece 11 of a display, and since goods are explained with both voice outputted from a display of advertising paper A, and the loudspeaker 34 since it constituted so that advertising paper A might be inserted, an effective advertisement can be performed.

[0037] In addition, this invention is not limited only to the gestalt of the above-mentioned operation, and can consider various applications and deformation. For example, each following gestalt adapting the gestalt of the above-mentioned implementation can also be carried out.

[0038] (A) Although the gestalt of the above-mentioned implementation indicated the case where the echo member 20 of the hexagonal-prism configuration which has a centrum 28 to the POP equipment 1 was formed, the configuration of an echo member is not limited but can be changed variously if needed. For example, it can also form in the shape of [which has a centrum] a cylindrical shape. Moreover, although the case where folded up the echo member 20 and it constituted at a ceremony was indicated, the echo member 20 may not be a fold-up formula. Moreover, it can also constitute so that the echo member 20 may be directly attached in the position corresponding to the loudspeaker 34 of the voice unit 30.

[0039] (B) Moreover, although the gestalt of the above-mentioned implementation indicated the POP mainframe 10 and the echo member 20 about the case where it is formed by assembling the blank of a piece, respectively, the number of the pieces which constitute a blank etc. is not limited, but can be changed variously if needed.

[0040] (C) Moreover, this invention is also applicable to various guides other than the guide for an advertisement although the gestalt of the above-mentioned implementation indicated the POP equipment 1 for an advertisement which advertises goods, for example.

[0041] (D) Moreover, with the gestalt of the above-mentioned implementation, display the advertisement about goods etc. on the POP mainframe 10, and although the case where goods were explained by both voice and display was indicated, an advertising display is also omissible. Explanation of the goods by voice and an exhibition object can be smoothly given by installing around goods explaining for example, POP equipment 1 the very thing to in this case, or an exhibition object.

[0042] (E) Moreover, the modality of cell is not limited although the gestalt of the above-mentioned implementation indicated the

case where a dry element battery was used as power. Moreover, it can also use, various kinds of power, for example, home power, other than a cell.

[0043] (F) moreover, although the gestalt of the above-mentioned implementation indicated the echo member 20 to which voice is echoed as a voice amplification means, the means voice is amplified [means / that it can make and] and which used resonance in addition to the echo can also be used for a voice amplification means that what is necessary is just to come out [0044]

[Effect of the Invention] As explained above, according to this invention, the easy voice guide equipment of carrying is realizable by simple small.

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CLAIMS

[Claim(s)]

[Claim 1] It is the voice guide equipment characterized by being the voice guide equipment equipped with the voice-output section which outputs the voice reproduced with a regeneration means to reproduce the recorded voice, and this regeneration means to the mainframe of equipment, and constituting the aforementioned mainframe of equipment possible [folding]. [Claim 2] Voice guide equipment which is the voice guide equipment indicated to the claim 1, and is characterized by preparing a voice amplification means to make the voice outputted from this voice-output section amplify in the part corresponding to the aforementioned voice-output section.

[Claim 3] Voice guide equipment which is the voice guide equipment indicated to the claim 2, and is characterized by forming opening of a configuration corresponding to the aforementioned voice amplification means in the part corresponding to the aforementioned voice-output section among the aforementioned mainframes of equipment.

[Claim 4] Voice guide equipment which is the voice guide equipment indicated to claims 2 or 3, and is characterized by preparing the aforementioned voice-output section in the wrap centrum at the aforementioned voice amplification means. [Claim 5] It is the voice guide equipment characterized by being the voice guide equipment indicated to either of the claims 2-4, and constituting the aforementioned voice amplification means possible [folding].

[Claim 6] It is the voice guide equipment which is the voice guide equipment indicated to either of the claims 1-5, and is characterized by equipping the aforementioned regeneration means with a regeneration switch, and forming opening of a configuration corresponding to this regeneration switch in the part corresponding to the aforementioned regeneration switch among the aforementioned mainframes of equipment.

[Claim 7] Voice guide equipment which is the voice guide equipment indicated to either of the claims 1-6, and is characterized by preparing the display in the aforementioned mainframe of equipment.

[Claim 8] It is the voice guide equipment characterized by being the voice guide equipment indicated to the claim 7, and forming the aforementioned display of the aforementioned mainframe of equipment, and the bright film.

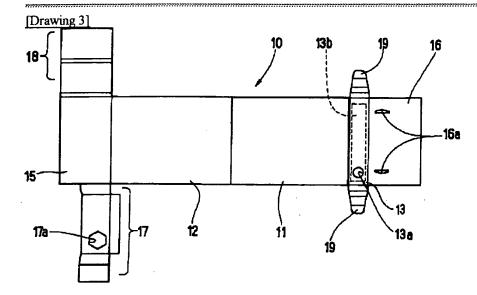
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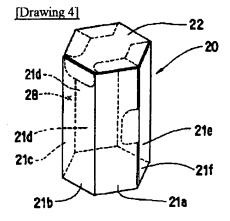
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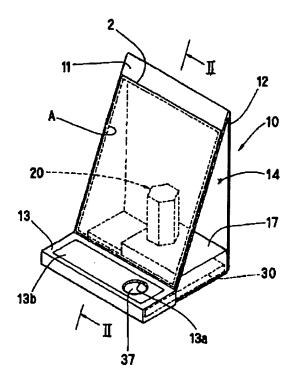
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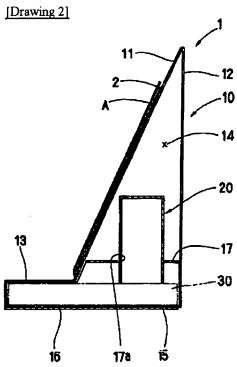
DRAWINGS



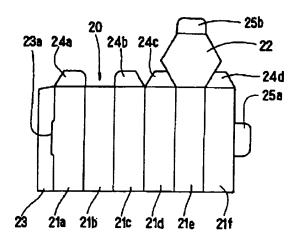


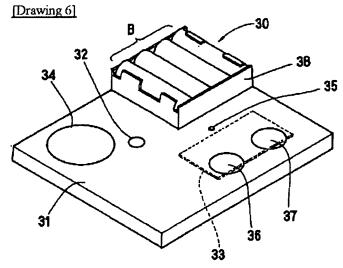
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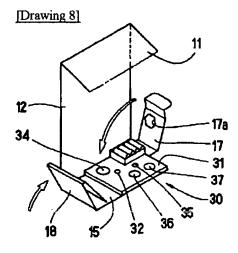




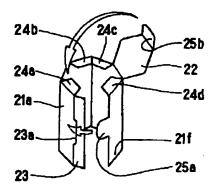
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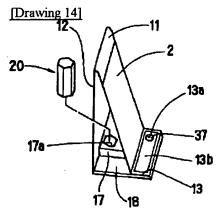


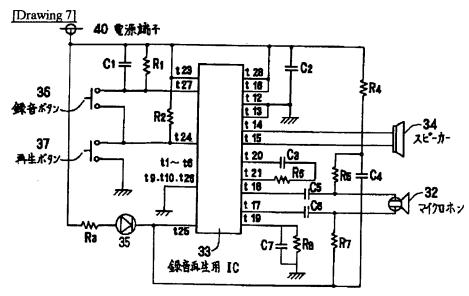




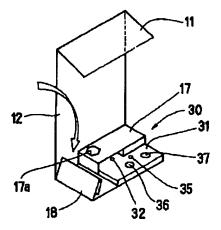
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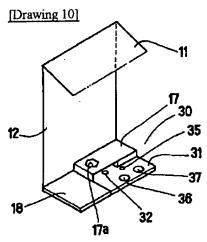


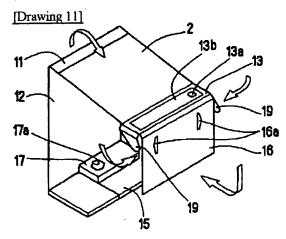




[Drawing 9]







[Drawing 12]

